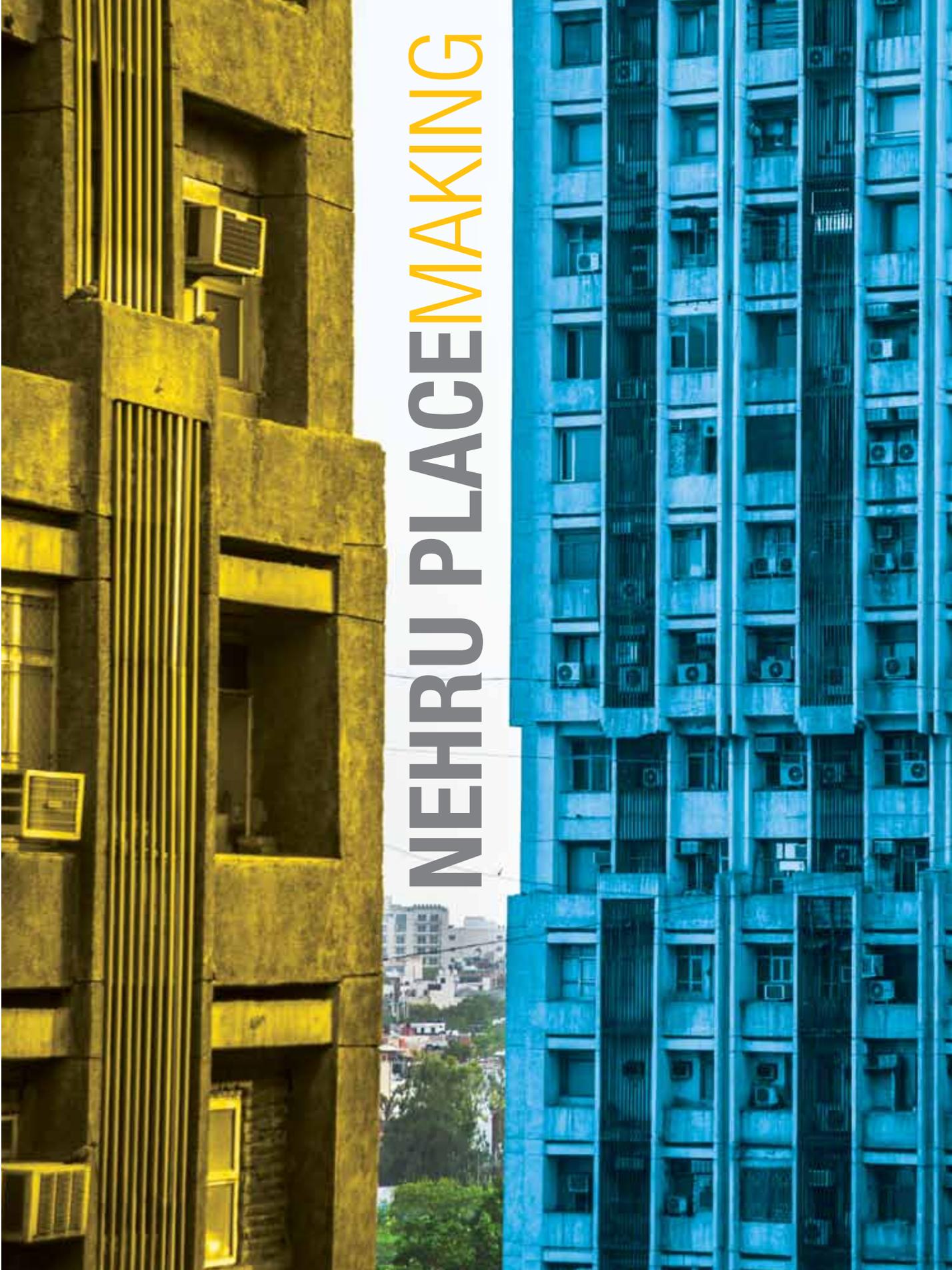


**RE-  
CLAIMING**

**NEHRU  
PLACE**



# NEHRU PLACEMAKING





**W**hat is known as Nehru Place today was originally called Kalkaji Complex. It was the biggest of all the 15 District Centres proposed in the 1962 master plan of Delhi. Planned by Delhi Development Authority, the 38-hectare site was built atop the Aravalli mountain

range. As rocks were removed, and the hills were blown, the first building that sprung up was Paras Cinema.

Kalkaji Complex was established in 1969 as a local community Centre, intending to serve its neighbouring areas and decentralise Connaught Place as a business hub. By the 1980s, it was renamed Nehru Place, after Jawaharlal Nehru, and functioned more as a regional commercial, financial and business centre. Today, it is one of Asia's largest Information Technology (IT) hubs.

Hundreds of shops sell hardware from computers to spare parts, second-hand products, and pirated software. From textile and digital printing shops to multinational technology companies and hawkers, Nehru Place is a confluence of informal and corporate labour, bringing 1,30,000 people daily from all corners of Delhi.

However, since it was not planned to accommodate these numbers, the result is congestion, lack of sanitation, and a degenerating infrastructure in and around the areas surrounding Nehru Place.



# NEHRU PLACE WAS PLANNED TO DECENTRALISE DELHI'S COMMERCIAL ACTIVITY FROM CHANDNI CHOWK AND CONNAUGHT PLACE



OVER THE YEARS, IT HAS BECOME A LARGE REGIONAL COMMERCIAL CENTRE. EVEN IT TRADERS FROM SRI LANKA COME TO NEHRU PLACE TO SOURCE MATERIALS



**T**he main plaza of Nehru Place is a 4-storey complex, home to around 1500 offices, 400 registered IT dealers, computer retailers, textile and digital printing shops, and eateries. The common areas of the plaza are dotted with around 600 hawkers.

There are around 100 buildings, most of which are in poor condition – from the structure and paint to the dingy hallways and dysfunctional lifts. Initially, many large public sector companies had their offices in Nehru Place, but have now shifted to Gurgaon and Noida due to dearth of space.

# LARGEST **IT MARKET** IN ASIA



IN THE LAST 24 YEARS,  
**NEHRU PLACE**  
HAS TRANSFORMED FROM  
**GREY MARKET TO AN ORGANISED ONE**



In the 1980s, there was a growing market for the IT industry, yet unfriendly import policies on electronic items. Nehru Place became the grey market to meet these demands, providing a wide range of IT products from international brands to pirated software and repair services. Electronic retailers from all over the country source their goods from Nehru Place, making it one of Asia's largest IT hubs.





**BETWEEN THE TEXTILE, DIGITAL PRINTING AND IT INDUSTRIES, AND HUNDREDS OF HAWKERS SELLING ITEMS FROM SPARE ELECTRONIC PARTS AND PIRATED SOFTWARE TO CLOTHES AND SHOES, NEHRU PLACE HAS BECOME A CITY OF ITS OWN.**



The existent structure of Nehru Place is only Phase 1 of the District Centre. Phase 2 will entail new constructions in the area opposite Astha Kunj, beside the upcoming metro line. This will only increase the footfall at Nehru Place. The aim should be to plan it in such a way that takes into account the needs of businesses and visitors at Nehru Place.



ALL OF THESE ACTIVITIES BRING

1,30,000

PEOPLE TO NEHRU PLACE EVERY DAY



NEHRU PLACE IS **NOT A LOCAL** DISTRICT COMMERCIAL CENTRE ANYMORE

As a result, **only 7% of**

19,558 by 2 WHEELERS

37,612 by CARS

2,956 by 3 WHEELERS

69 by BICYCLE

38,973 by BUS

357 by FOOT

31,224 by METRO



**visitors come from a 2 km radius**

HOW TO BRING

**1,30,000** PEOPLE TO  
NEHRU PLACE  
EVERY DAY

**N**ehru Place does not function as a local community centre, as intended. 93% of visitors travel more than 2 kilometers to reach there. The transportation and infrastructure around Nehru Place was not designed to bring the multitude of people travelling long distances from various parts of the city. This results in traffic and chaos in the areas surrounding Nehru Place.

BRINGING OVER A LAKH OF PEOPLE TO NEHRU PLACE TRANSLATES TO

**16,298** 2 WHEELERS

**16,353** CARS

**1,739** 3 WHEELERS

**69** BICYCLES

**5,043** BUSES

A **FEW HUNDRED** GRAMEEN SEVA

ANOTHER **FEW HUNDRED** ON FOOT

**OBVIOUSLY, THERE WILL BE TRAFFIC CONFUSION**

**THANK GOD, THE METRO DOES NOT TOUCH THE ROAD**

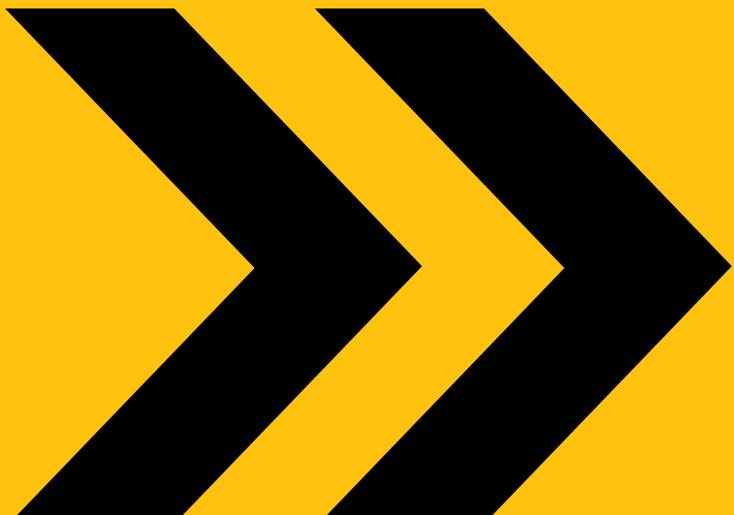




**CITY-LEVEL CONNECTIVITY IS ONLY FROM THE SOUTH AND WEST**

**NO BUS ROUTES ENTER NEHRU PLACE**

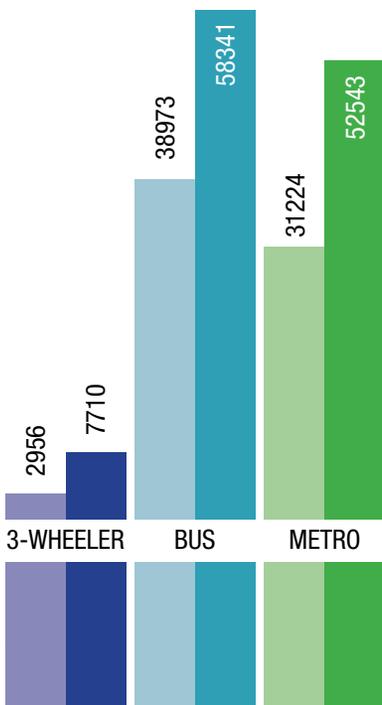
**BUS STOPS, INFORMAL 3-WHEELER STANDS, PARKING, PEDESTRIAN CROSSINGS ARE ALL MERGED INTO ONE 'SURVIVAL-OF-THE-FITTEST' SYNDROME**





**PUBLIC TRANSPORTATION  
USAGE, NEHRU PLACE**

**NOW & 2021**



**WHEN THE METRO LINE WAS FIRST INTRODUCED, THE FOOTFALL AT NEHRU PLACE INCREASED. THE NEW METRO LINE, STILL UNDER CONSTRUCTION, WILL INEVITABLY DO THE SAME. THIS INCREASE SHOULD BE ACCOUNTED FOR AND TURNED INTO A POSITIVE THING.**



# KEY TO PARKING



**P**oor integration of public transportation, along with subsidised rates for parking invites a profusion of private vehicles.

In a thriving commercial center like Nehru Place, the demand for parking is continually on the rise. Given this trend, increasing the number of parking lots would only be a temporary fix. Currently, Nehru Place attempts to meet parking demands through unauthorised and illegal parking in vacant areas and even roads, making them narrow for moving traffic.

A more sustainable solution is to decrease the demand for parking by improving public transportation connectivity, and increasing parking rates.



CURRENT PARKING RATES:  
₹ 10 FOR SCOOTER/4 HOURS  
₹ 20-30 FOR CARS/4 HOURS



NEHRU PLACE WAS PLANNED FOR 5500 ECS  
PARKING SPOTS. (BUT THEY WERE NOT MADE)

CURRENT DEMAND: 6621 ECS

PROJECTED DEMAND IN 2020: 9530 ECS

ECS=EQUIVALENT CAR SPACE

PARKING SPILLOVER ONTO 14% OF ROAD AND  
FOOTPATH AREAS

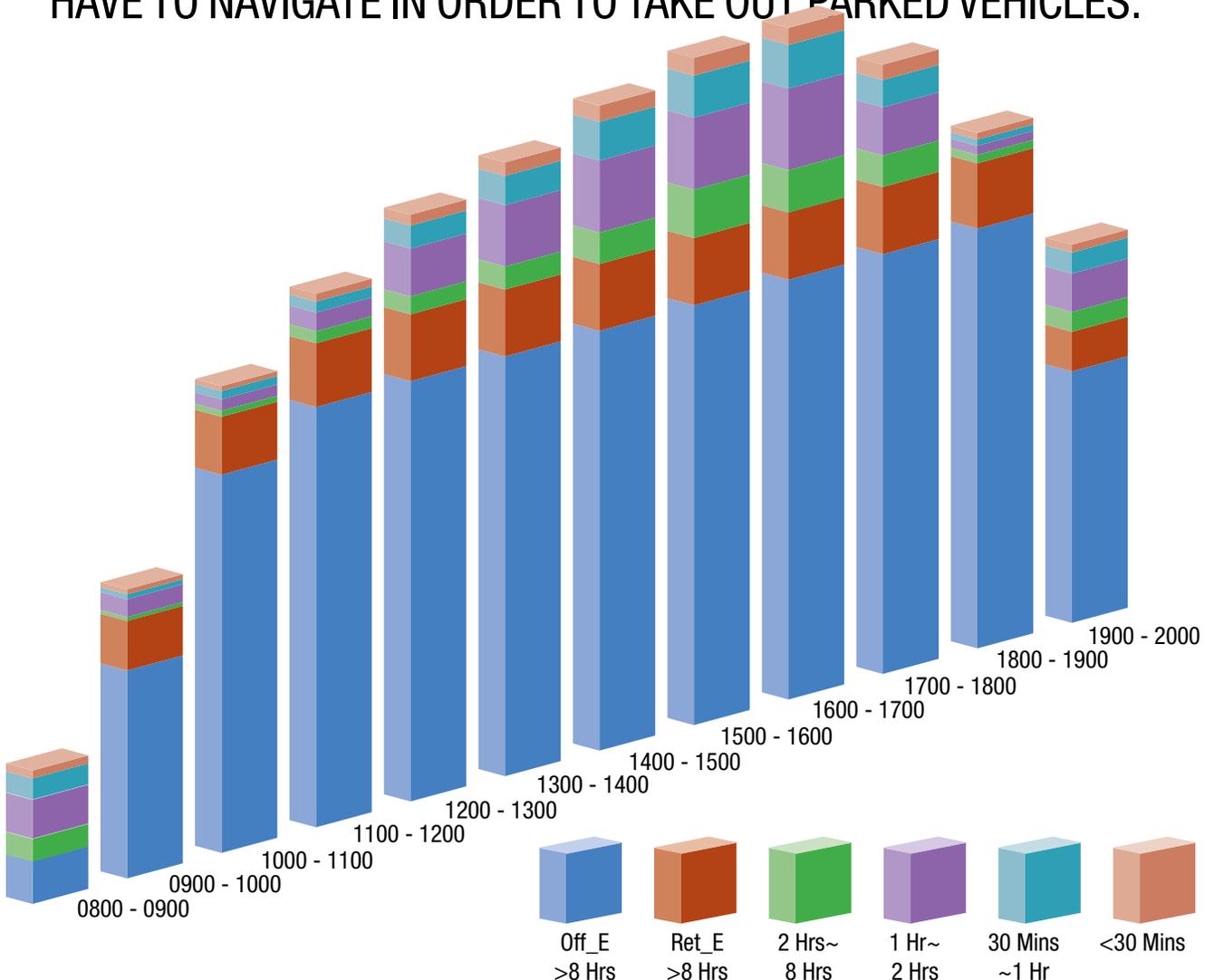
PROJECTED TO TAKE UP 20% BY 2020



Multi-Level Car Park    At Grade Car Park    Goods Vehicle Park    Informal Parking



TO PLAN PARKING FOR THE FUTURE MOST EFFICIENTLY, PROJECTIONS OF DEMAND, AND AN UNDERSTANDING OF PARKING NEEDS BY THE HOUR IS IMPORTANT. THE DESIGN WILL NOT ONLY ACCOMODATE THESE PROJECTED DEMANDS, BUT ALSO DESIGNATE VEHICLES TO DIFFERENT PARKING LOTS, ACCORDING TO DURATION OF STAY AND TIME OF THE DAY. THIS WOULD AVOID THE MAZE THAT PARKING ATTENDANTS HAVE TO NAVIGATE IN ORDER TO TAKE OUT PARKED VEHICLES.



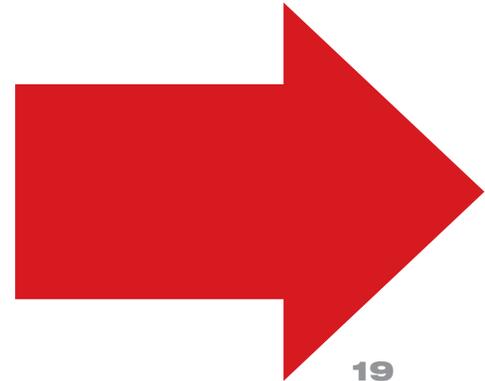
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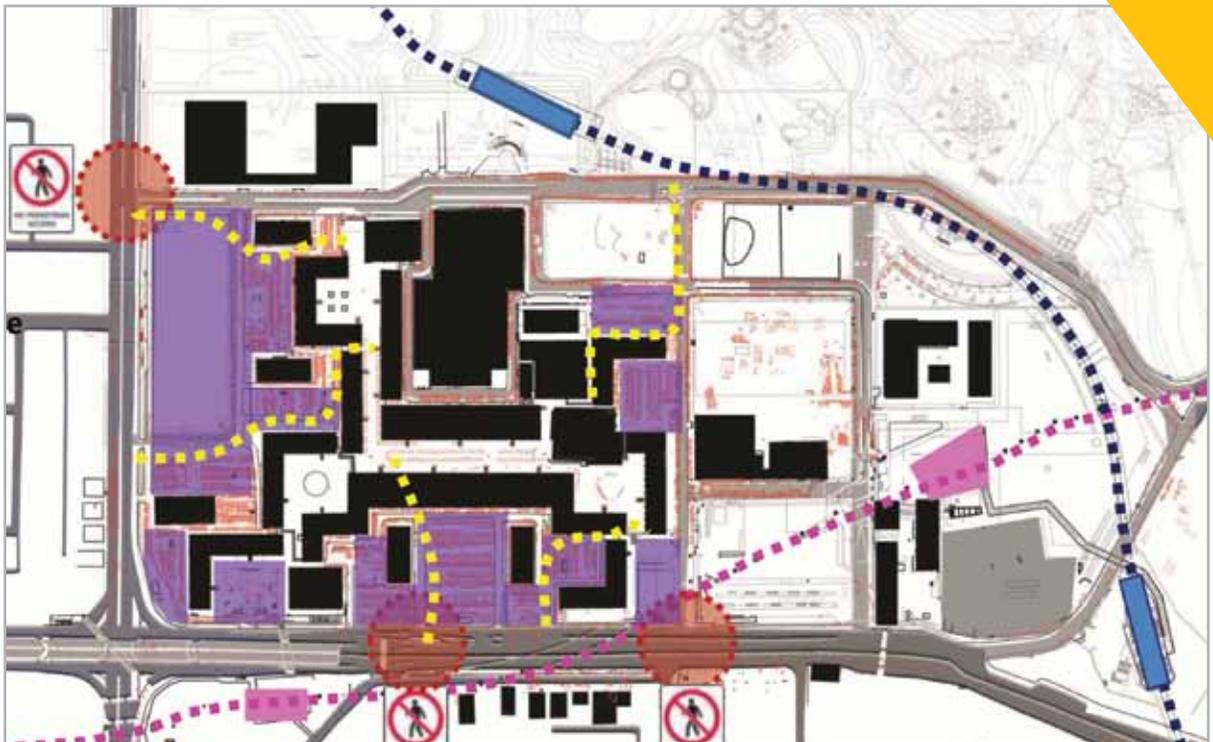




**P**ublic spaces are meant to be universally accessible by vehicles, pedestrians and the physically challenged. The accessibility at the periphery of Nehru Place is poor due to steps, barriers, and spillover parking. There are no entry or exit signs, maps or info-graphics to direct visitors.

Nehru Place spans 38-hecatres, yet much of the crowd is concentrated around the main plaza, where hawkers are set up throughout the common areas. Meanwhile, other areas are under-utilized, neglected and accruing garbage.







Inactive outer edges and dead corners are used as dumping sites and go-downs.

Pedestrian entrances are blocked by barriers and people have to navigate between parked vehicles to enter the plaza area.



**Nehru Place  
is an obstacle  
course for  
pedestrians,  
most daunting  
for newcomers**



# BEST OFFLINE SHOPPING



**A**s informal businesses of Nehru Place, hawkers bear the brunt of its deteriorating infrastructure. They have to pay to occupy footpath space both on a daily and monthly basis. Without proper papers, they are in constant insecurity, ensured by official personnel. Although many visitors and office employees are customers, they continue to consider hawkers a nuisance.



# NOT SO SMOOTH OPERATION, DAY OR NIGHT





Nehru Place is unsafe at night, with no activity and poor lighting. The desolate plaza and surrounding areas are susceptible to crimes such a pick-pocketing, and especially unwelcoming to women



# POOR MAINTENANCE

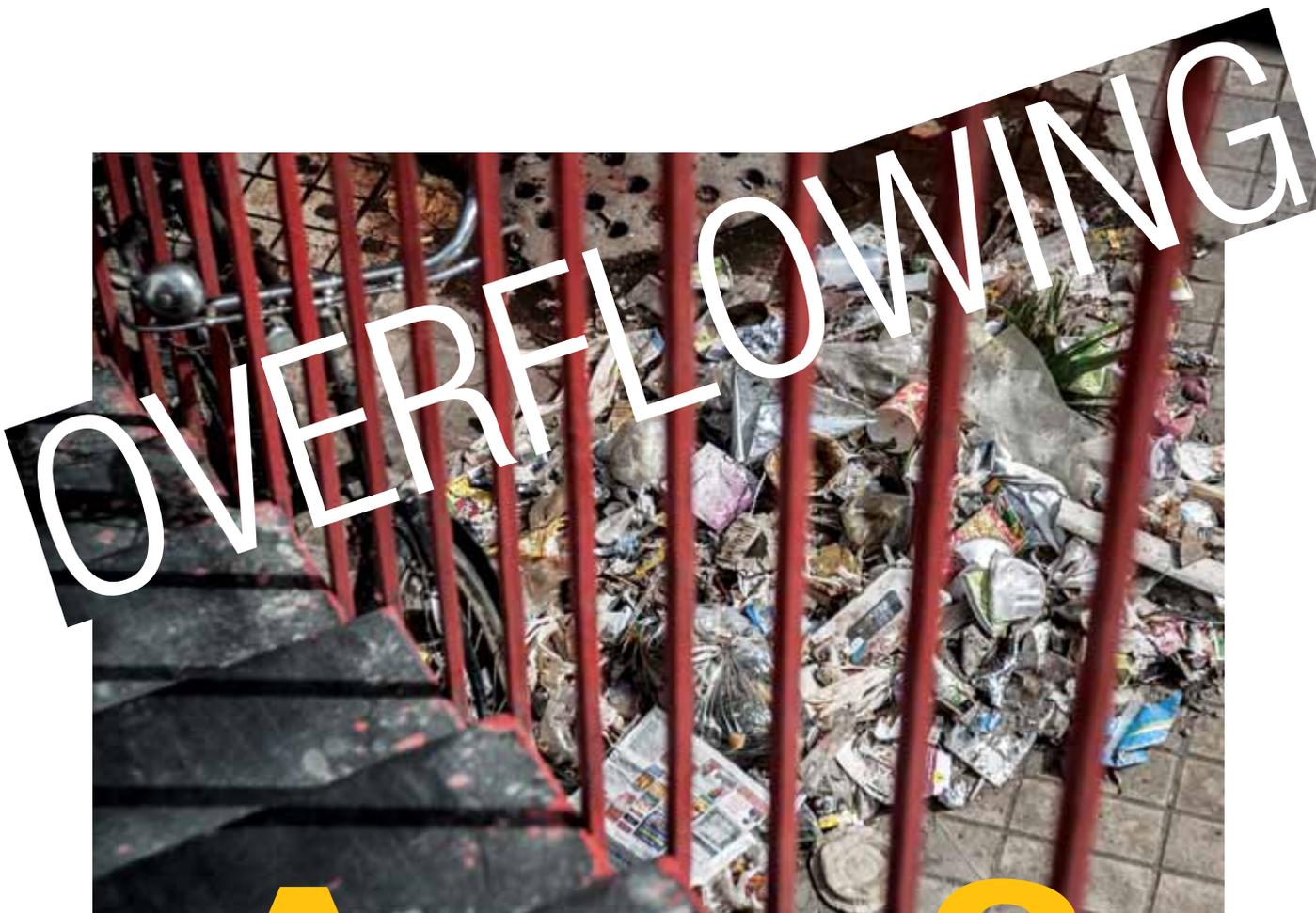


Once Nehru Place was built by DDA, the buildings were leased out for 99 years to owners, who then sublet the spaces as offices and shops. In this trickling down of ownership, nobody ends up accountable for maintenance.

As a result, the buildings are in poor condition, with broken structures, peeling paint, dysfunctional lifts, dark corridors and inadequate electric and water systems. Toilets are shared by hundreds of employees, and sometimes even rented out as offices.

The common areas, which are in DDA's jurisdiction, are handed over to private contractors to maintain. Since this is not done properly, public spaces are filled with garbage, and the overall sanitation of Nehru Place remains poor.





# OVERFLOWING

# GARBAGE



With the number of visitors far exceeding its capacity, Nehru Place lacks the infrastructure to manage the waste it produces – from packaging material to electronic waste. Poor drainage systems cause water from ACs and restaurants to stagnate. Garbage in the common areas, created by visitors, eateries and hawkers, remains in piles. The garbage from offices is taken outside Nehru Place. Although ragpickers collect recyclable items, there is no system in place to manage waste. If garbage was managed and segregated at source, ragpickers could do their job more efficiently.

WHERE IS THE PUBLIC

**TO LET?**



**“I HAVE NO CLUE” • “MAYBE THE METRO STATION” • “IN THE FOOD COURT... BUT YOU NEED TO BUY SOME FOOD” • “GO TO SOME OFFICE, IF YOU KNOW ANYONE THERE” • “I ALWAYS GO TO A RESTAURANT, LIKE KFC, OR MCDONALD’S” • “BEHIND THE CARS” • “ALL TOILET SPACES HAVE BEEN TURNED INTO SHOPS”**

**“WANT DRINKING WATER? GO, BUY SOME.  
2 BUCKS A GLASS, 20 BUCKS A BOTTLE”**

**• “PEOPLE TAKE DRINKING WATER FROM  
RESTAURANTS... CAFES” • “HAVE TO GO  
VERY FAR TO FIND DRINKING WATER” • “IF  
YOU DON’T HAVE 10-20 BUCKS, YOU MAY  
DIE OF THIRST”**

# DRINKING **WATER**





# MANY **AUTHORITIES**

**A**lthough DDA has the mandate to maintain Nehru Place, the multiplicity of agencies involved means that nobody is singularly accountable. Between shop-owners, shareholders, and various associations present in Nehru Place, no one agency has a sense of ownership, and there is no unified body to oversee maintenance. Also, the revenue generated, such as from parking, is not invested back into Nehru Place.

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DELHI INTEGRATED MULTI MODAL TRANSIT SYSTEM (DIMMTS)

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TRAFFIC POLICE

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PUBLIC WORKS DEPARTMENT (PWD)

---

DELHI METRO RAIL CORPORATION (DMRC)

---

DELHI TRANSPORT CORPORATION (DTC)

---

DELHI POLICE

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MUNICIPALITY CORPORATION OF DELHI (MCD)

---

DELHI DISASTER MANAGEMENT AUTHORITY (DDMA)

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**In addition, Non Government institutions involved:** NEHRU PLACE IMPROVEMENT AND WELFARE ASSOCIATION (NIWA) • ALL DELHI COMPUTER TRADERS ASSOCIATION (ADCTA) • EXPORT FABRIC SUPPLIERS ASSOCIATION (EFSA) • COMPUTERS MEDIA DEALERS ASSOCIATION (CMDA) • PROGRESSIVE CHANNELS ASSOCIATION OF INFORMATION TECHNOLOGY (PCAIT)



Although Nehru Place is a legitimate business complex that pays tax, there are no returns to improve its condition. There is a need for a unified body with representatives from all agencies -- such as stakeholders, shop and office owners, hawkers, tempo union members etc. -- to oversee maintenance, upkeep, waste management and revenue collection and utilization.

## PROPOSED MANAGEMENT



# EASY ACCESS



New and improved Road Links

Existing Roads

- 1** Hans Raj Gupta Marg
- 2** Lala Lajpat Rai Marg
- 3** Outer Ring Road
- 4** Hans Raj Seth Marg

Proposed Roads

- 5** Sant Nagar Link
- 6** Captain Gaur Marg

Existing Violet Line Metro

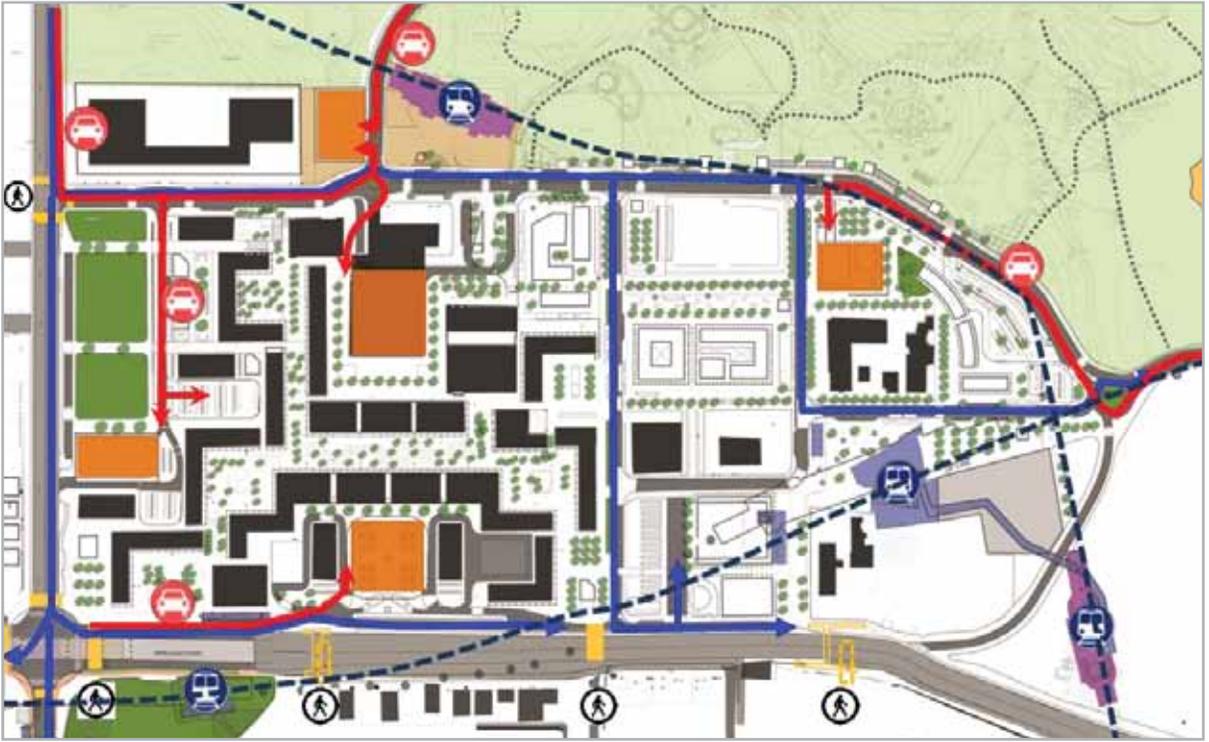
New Metro Line

- 1 new metro line and 2 new stations would connect Nehru Place to South and East Delhi.
- In the proposed design, the bus terminus can be accessed from multiple directions. New bus stations on LL Marg and Outer Ring Road, and 3 new bus stations within the Nehru Place precinct will decrease congestion in existing stops.
- Bus and Gramin Sewa routes will be better connected to the metro and to Nehru Place
- Official Auto Rickshaw stands within Nehru Place will improve access to other transportation

**BETTER INTEGRATION WILL ENCOURAGE PEOPLE TO USE PUBLIC TRANSPORTATION OVER PRIVATE VEHICLES**



Improved integration of public transportation, private vehicle, and pedestrian routes



Multi-level parking lots would increase the number of available spots, without cutting into limited ground space. Cars parked for over 8 hours can be allotted to these lots. Since multi-level parking is currently under-utilized, rates will be set lower than at-grade parking, changed from Rs. 30 and Rs. 60 for short-term and long-term parking, to Rs. 45 and Rs. 180, respectively.

In the proposed design, freight vehicles will be allotted to the vacant bus parking lot in EROS

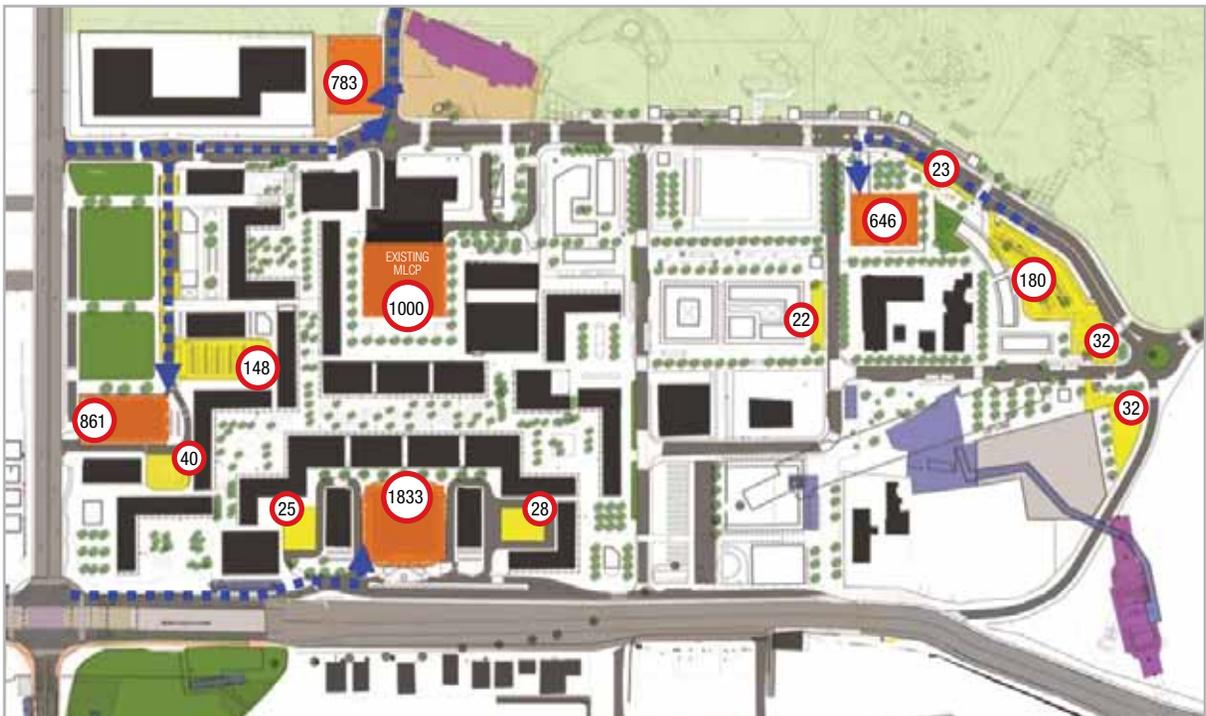
tower, and charged formally on a monthly basis.

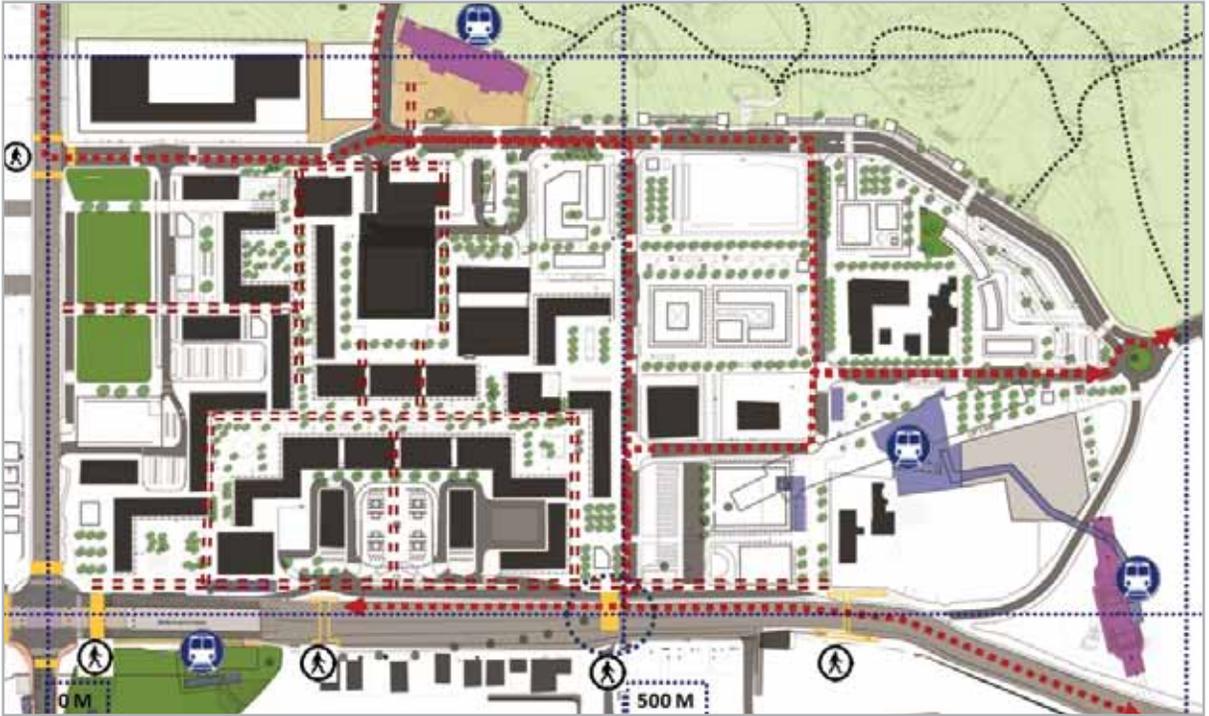
With subsidised parking rates and poor public transportation, use of private vehicles is on a steady rise. Given this trend, providing more parking spaces would only be a temporary solution. Increasing at-grade parking rates from Rs. 20 to Rs. 125 for short-term parking, and Rs. 40 to Rs. 475 for long-term parking would reduce the number of vehicles, and decrease the parking demand. to 85% of parking provision.

THIS SPACE IS RESERVED FOR ACCIDENTAL EXTRA CARS

## NEW PARKING DESIGN WILL ONLY BE **85%** OCCUPIED, TO ACCOMMODATE FULL PROJECTED DEMAND

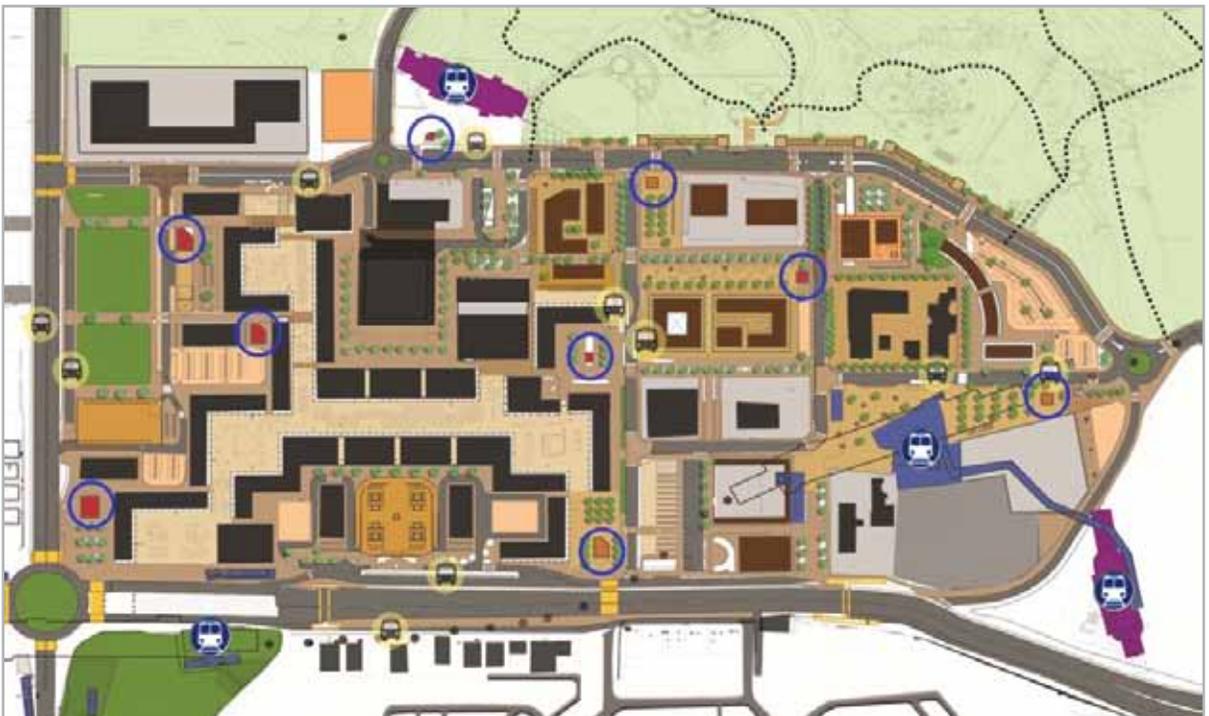
- Multi-Level Car Park
- Grade Level Car Park
- No. of ECS
- ➔ Car Entry / Exit





Top: Barrier-free Pedestrian Access

Bottom: 8 locations are proposed for public toilets, placed every 250m; 50 WC for men and 50 for women



OVER

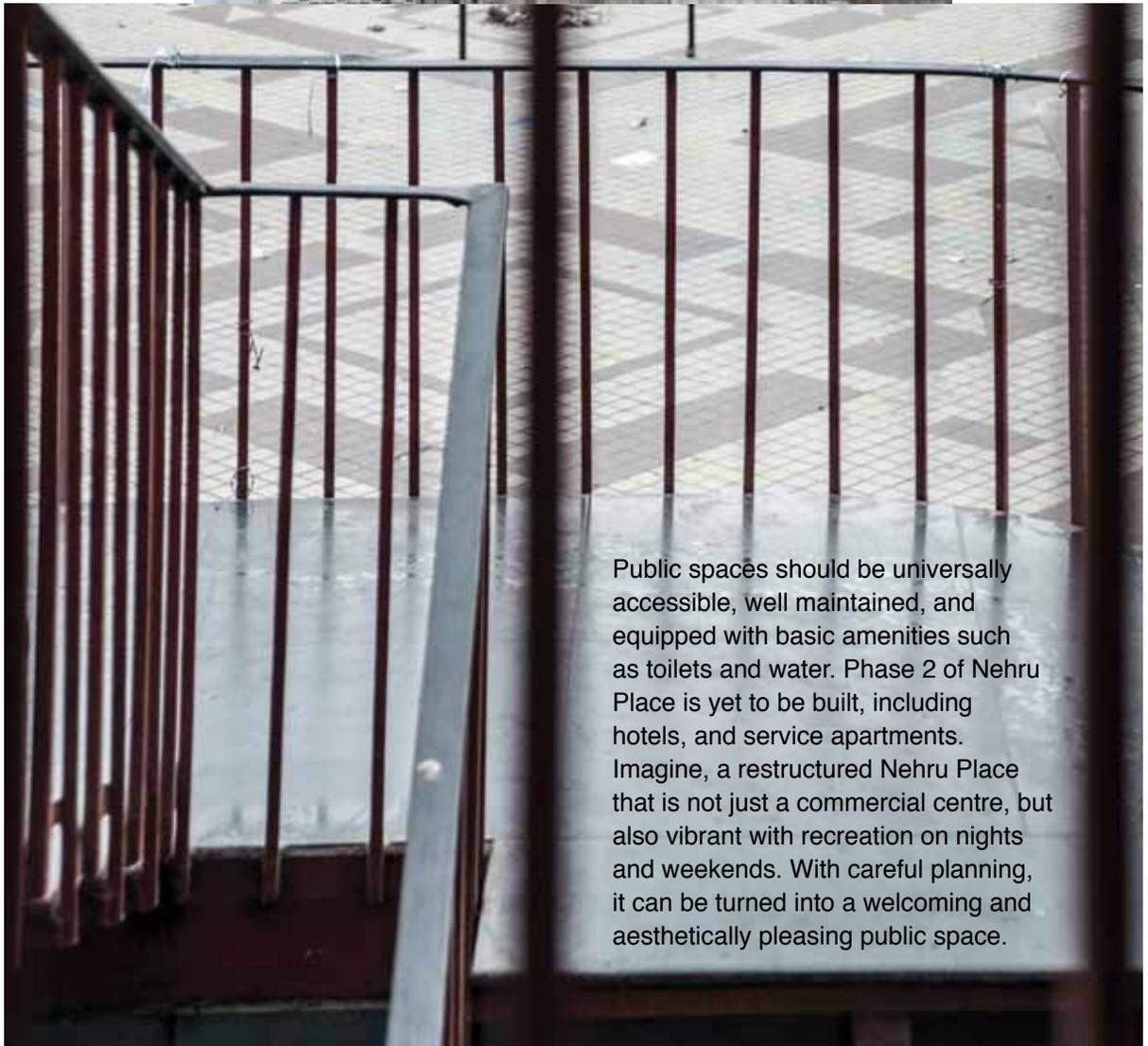


**< NEED MORE RATIONAL USE OF SPACE >**



UNDER





Public spaces should be universally accessible, well maintained, and equipped with basic amenities such as toilets and water. Phase 2 of Nehru Place is yet to be built, including hotels, and service apartments. Imagine, a restructured Nehru Place that is not just a commercial centre, but also vibrant with recreation on nights and weekends. With careful planning, it can be turned into a welcoming and aesthetically pleasing public space.



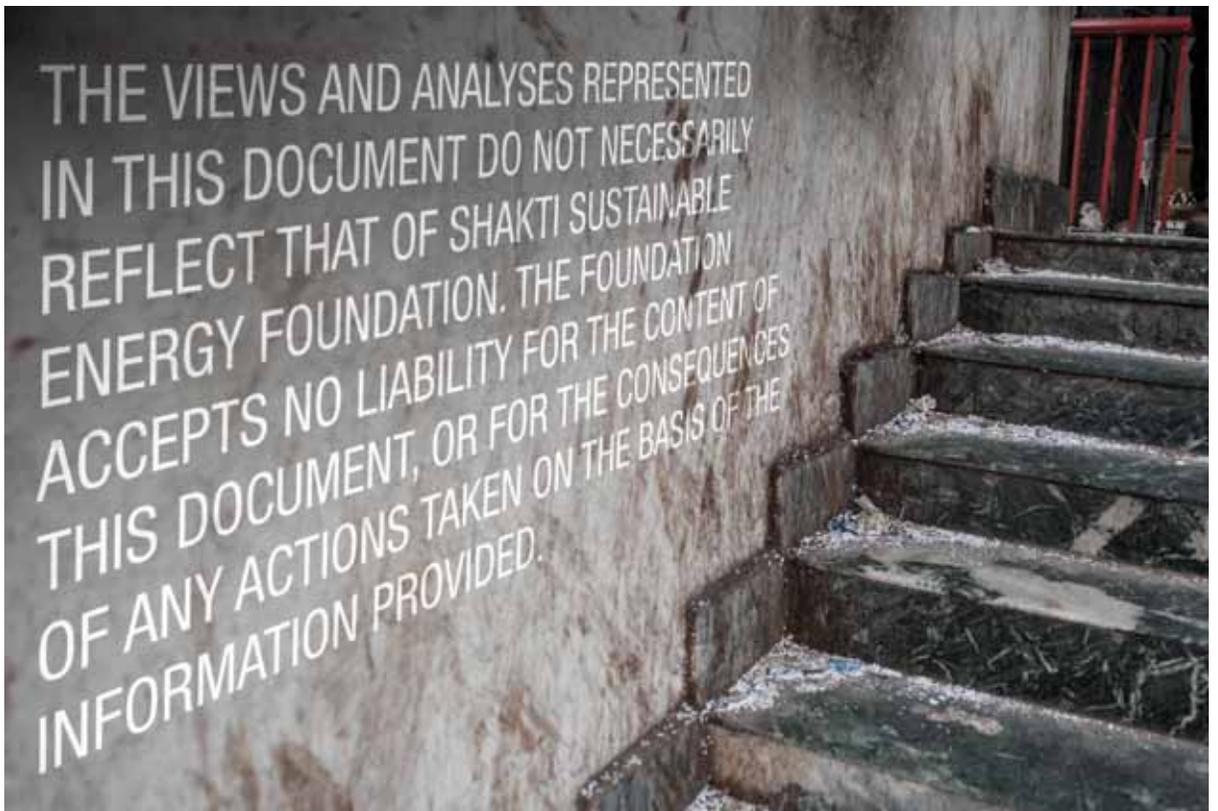
# NEHRU PLACE





# VERSION 2.0





This report is an outcome of the 'Redevelopment and Regeneration project of Nehru Place District Centre' initiated by the Unified Traffic and Transportation Infrastructure (Planning and Engineering) Centre of the Delhi Development Authority with support from the Shakti Sustainable Energy Foundation and implemented by ICLEI South Asia, Sandeep Gandhi Architects, Innovative Transport Solutions, Clean Air Asia and O M Logic between July 2013 - February 2014.



An initiative supported by



Shakti Sustainable Energy Foundation works to strengthen the energy security of India by aiding the design and implementation of policies that support energy efficiency and renewable energy

